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Strategis







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## Strategis

### What is it?

*Strategis* is the most comprehensive source of business information in Canada. It is a powerful Internet-based resource for Canadian businesspeople, investors and consumers who seek timely information and useful interactive tools that are key to success in today's new economy.

### Who's involved?

Industry Canada launched *Strategis* a few years ago to give Canadian small and medium-sized enterprises easy access to the right business data so they could compete more effectively in Canadian and foreign markets. As a two-way communications tool, *Strategis* can also be used by Canadians to do business with Industry Canada.

### How does it work?

*Strategis* is a gateway to vast stores of information, databases and tools that can help businesses find the right competitive edge, and consumers make more informed decisions. *Strategis* offers:

- interactive business planning, diagnostic and research tools
- national and international trade and market data

- company directories and showcases
- up-to-date information, statistical data, analysis and forecasts for individual industry sectors
- economic analysis, investment data, sources of funding and capital
- information on regulations — intellectual property, competition, trademarks, etc.
- information on emerging technologies, technology transfer opportunities and resources
- a library of business management information and contacts for business start-ups
- consumer tools and information — credit card and bank charges calculators, product recalls, etc.
- links to tens of thousands of business and consumer Web sites worldwide.

*Strategis* provides 24-hour access to over 2 million documents easily navigated with the help of menus or keywords.

With fast, accurate and up-to-the-minute information that can mean the difference between success and failure, *Strategis* is the site of choice for tens of thousands of Canadian businesses and consumers. Join them and access *Strategis*.

For more information, please contact:  
Telephone: 1-800-575-9200  
TTY: 1-800-465-7735  
E-mail: [hotline.service@ic.gc.ca](mailto:hotline.service@ic.gc.ca)  
Web site: <http://strategis.ic.gc.ca>

**"Strategis has helped me with several decisions that would have otherwise been misinformed. I would rate the Strategis Web site as the most comprehensive and easy to use site on the Web."**

**Brent Brill,  
Brilliant Technologies,  
Gloucester, Ontario**



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